



CATAWBA COUNTY

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ANIMAL SHELTER'S NEW STAR

Calvin was a stray that showed up at the Catawba County Animal Shelter, but when an e-mail arrived from Petfinder.com asking for cute puppies that could play in the Puppy Bowl adoption campaign sponsored by the online, searchable database of animals who need homes, one puppy came to the minds of Animal Shelter staff.

Now Calvin is going to be a star in the nationwide campaign.

"We sent in pictures of several of our adoptable puppies to Petfinder.com and Calvin was selected", said Animal Care Coordinator, Rachel Johansen. "They called almost immediately saying they wanted him to be part of the campaign." Calvin was to film his part of the Puppy Bowl in New York on Friday, October 15.



Animal Planet, in partnership with Petfinder.com, sponsors an annual Puppy Bowl that runs during half-time of the Super Bowl. Adoptable puppies from across the United States are selected and given playing time. The Puppy Bowl ad features these animals interacting with one another and playing with toys on an area designed to look like a football field.

"The focus is on highlighting adoptable animals from shelters across the country," Johansen said. "We are super excited for Calvin to get this chance and for Catawba County Animal Services to be a part of a nationally televised event."

Calvin is fifteen weeks old and is a Schnauzer/Terrier mix. He is expected to be around 35 to 40 pounds at full growth and is a very sweet and social puppy.

Calvin will return home from his filming debut on Sunday, October 17, 2010. He will rejoin other adoptable friends at the Catawba County Animal Shelter and be available for adoption on Monday, October 18, 2010.

More information about all animals available for adoption at the Catawba County Animal Shelter may be found at <http://www.catawbacountync.gov/animal/>.

"Keeping the Spirit Alive Since 1842!"